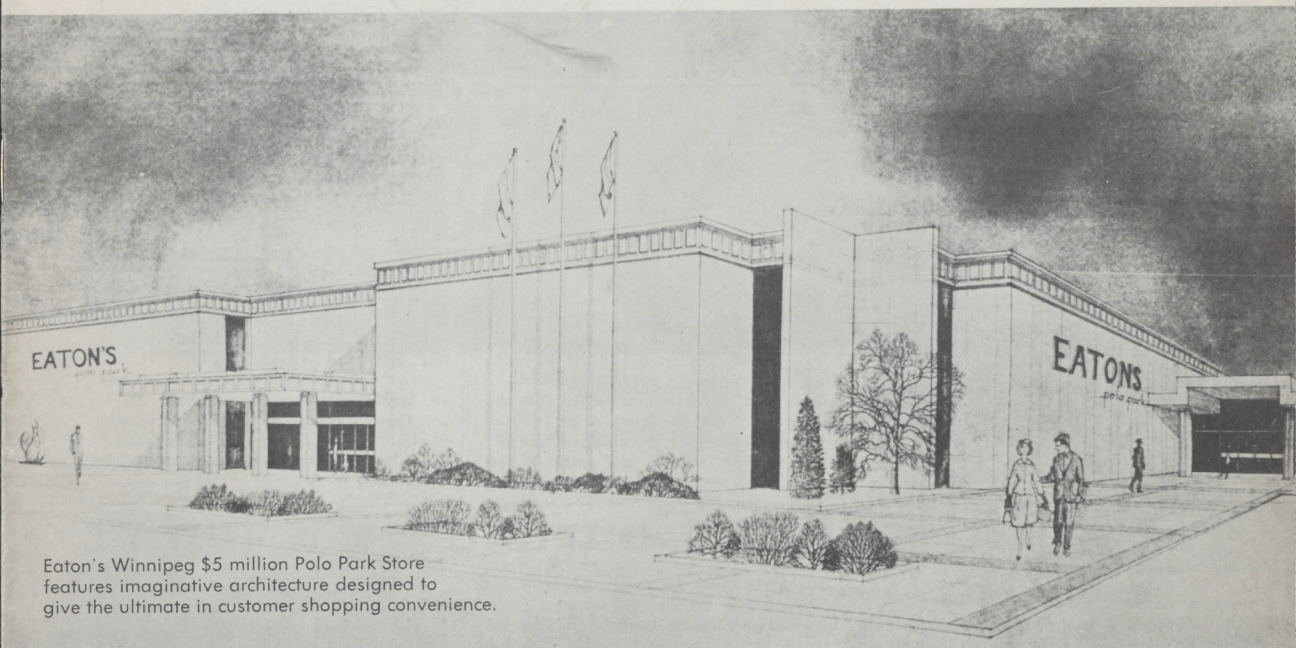


# Contacts

VOLUME 2, NO. 5, MAY 1966 — PUBLISHED MONTHLY FOR AND BY EMPLOYEES OF EATON'S WESTERN DIVISION



Eaton's Winnipeg \$5 million Polo Park Store features imaginative architecture designed to give the ultimate in customer shopping convenience.

## Good News for Suburban Shoppers Eaton's Locates in Polo Park

When Eaton's moved to Winnipeg in 1905 with a five-storey skyscraper, everything changed. The heart of the city moved westward along Portage Avenue, goods were plentiful, guarantees stood fast and there was something for everybody's purse.

Sixty-one years later, after expanding to 15 buildings, 4 parking lots and a 6-storey car park, Eaton's rolls out to the suburbs, adding another major contribution to Greater Winnipeg's shopping community. Detailed plans are proceeding immediately for an Eaton Store in Polo Park Shopping Centre. Construction begins this fall to meet an opening date of May 1968.

Similar in architectural quality to the unique and dramatic Yorkdale Store in Toronto, the Polo Park structure will contain 190,000 square feet and consist of three selling floors. The main entrance will open into the north end of a covered mall which houses other retail shops and food stores.

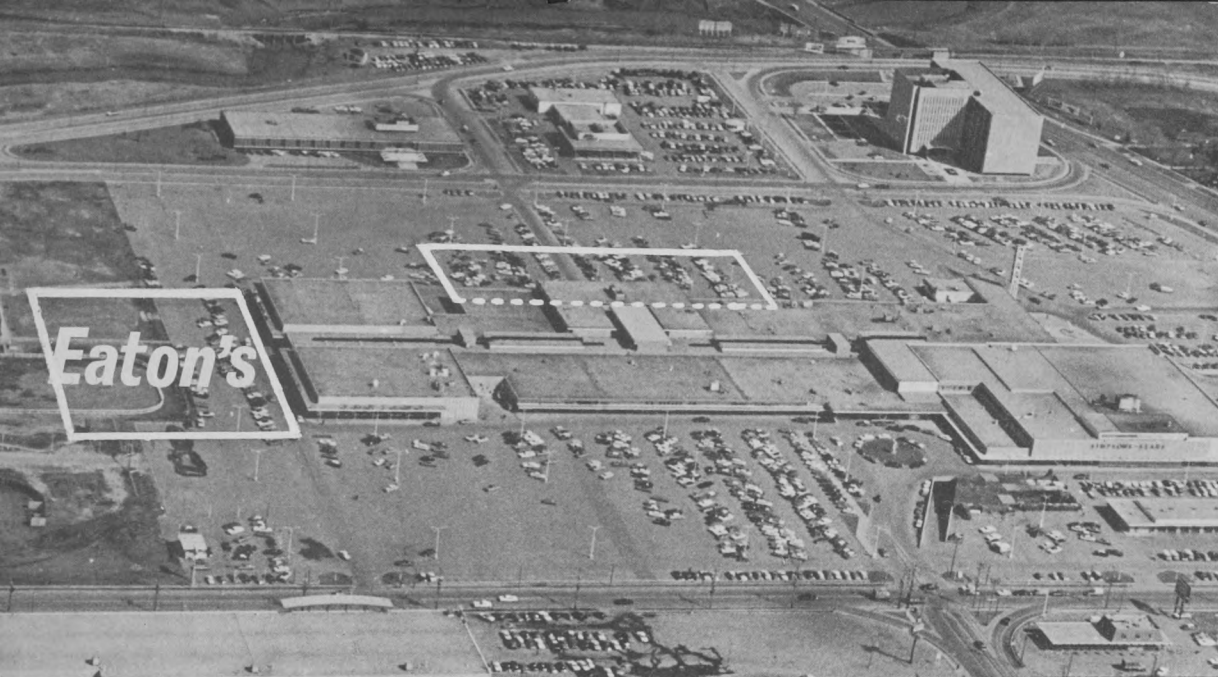
This new adventure in young suburban family shopping will meet the trend towards informal, relaxed sur-

roundings with a strong emphasis on feminine fashions. The wide scope of services and merchandise offered at the Winnipeg main store downtown will also be provided at Polo Park. Additional parking facilities will be made available adjacent to the store to ensure that ease of parking remains a strong feature of the centre.

Eaton's introduction to the shopping centre will necessitate the relocation of two existing food stores to the east side. High fashion specialty shops will settle in the existing food buildings.

"This addition to Eaton's shopping facilities in Winnipeg," said Mr. A.R. Tucker, Divisional General Manager, "keeps pace with the growth of the big suburban market and is in line with the Company's desire to provide shopping facilities in locations where they best meet the needs and desires of our customers."

"As a first step in the expansion of the Company's facilities in Winnipeg, our new store in Polo Park will not only make shopping easier for our customers in the southern and western areas of the city, but will also give employment to an additional 500 Eaton staff members."



Plans show Eaton's at the north end of the Polo Park shopping mall with the relocation of two food stores to the east side. High fashion specialty stores will locate in the existing food buildings.

## New Store Courts the Customer

Extensive research conducted over the past year has determined the design of a store specifically tailored to Polo Park shoppers. Results have shown the need for an elegant fashion showplace which offers medium-to-higher priced merchandise.

The design and fixturing of the new store will therefore be superior to anything in the area. Mr. Daniel Schwartzman, New York Interior Store design consultant, has been asked to plan the store interior. He was responsible for the Winnipeg fifth floor. Better retail shops which are conducive to Eaton's image will locate at the same end of the Mall.

Research findings in Polo Park were based on the character of the immediate market and those serviced by easy-access traffic lanes into the centre.

Consideration was given to age and income groups, general occupations, the growth and potential of Winnipeg as a whole, and complementary stores in the shopping plaza.

Studies on possible sites in other areas of the city were carried out before the Company decided to locate in Polo Park. Expansion will continue in Winnipeg as is necessary to serve the public, management has stated. The new service building extension serves as another example of Eaton's desire to meet increasing customer demands.

Research will continue on the Polo Park store for another six months. Based on sales objectives and past studies, department locations and space amounts will be determined. General Merchandising concepts and potentials will also be charted.

A store development committee will be established immediately to work with the developers. They will use the Critical Path Method to plan a detailed schedule of all steps. This is a graphic means of illustrating all arms of a project and of determining the prime components in terms of time, resources, and prevailing conditions. The committee will consider every aspect of the store including layout, merchandise presentation, construction, electrical outlets, fixtures, telephones, and promotion.

Reports to date show a relatively high proportion of floor space will be given to sales departments, as other Eaton buildings will handle a high proportion of the service requirements. Functions such as employment, wages, merchandising and customer accounts, will operate primarily from the downtown store with satellite offices in Polo Park.

The suburban store will serve as a sales operation with the nucleus of staff for all departments being drawn from the Western Division. The majority, of course, will come from the main Winnipeg store.

"We can all be proud of the unlimited opportunities presented by the Company with the introduction of ambitious expansion programs," Winnipeg Personnel Manager, Bill Evans commented. "Each and every member of our staff can look to increased responsibilities and exciting careers."

### CONTACTS

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# Store Success Rests In Their Hands

Corporate identity and customer loyalty are about the most valuable of the intangible assets any department store has. The safe keeping and building of these precious commodities rests, for the most part, with Store Managers.

Whether a man is manager of the Polo Park Store (he has not yet been appointed) or one of the Western Stores, the Company image sits on his shoulders. Every facet of the store operation is his concern.

"You must put Eaton's forward in the community," said Bill McAllister, Brandon Store Manager for the past 17 years. "You earn the respect and loyalty of customers through living up to Company policy, through friendly contact with customers, through charity donations, and through community activities."

Mr. McAllister is active in several organizations such as the hospital board, the vocational school, the Community Chest, the gun club and the flying club. He sug-

gested it is important for the entire staff to be community-minded. They are in direct contact with customers every day and have a better opportunity to spread goodwill.

A Store's image, and consequently its profit, is also affected by various operations. Advertising, special promotions, merchandise display, building repairs, and customer accounts must also be closely examined. The Store Manager oversees these areas through his supervisors.

"The supervisors are the ones who mold the staff into a team, working for the whole," Mr. McAllister reflected. "The Manager supplies guidance, a ready willingness to listen, and an example of enthusiasm for the projected goals."

He emphasized the importance of knowing each individual's strengths in order to put the right people in the right place. "Managers in smaller stores know everyone by name," he stated. "They take an interest in each person, they talk about problems and they very seldom say 'no.'"

In the final measurement of a Store Manager's success, he is judged by the profit picture of his building. But it is the intangible assets of good staff relations, customer loyalty and Company image which contribute strongly to the end result.



Bill McAllister, Brandon Store Manager



The Store Manager examines accounts, with Fred Pilcher, credit department.



Top flight service is given to Mr. H. Bullion, a regular Eaton customer.

Men have been accused of being conservative and stuffy in their choice of clothing. But now, we ask.....

## Where have the grey flannels gone?

Modern man's clothing in general has been most unimaginative. Until recently that is. The man in the traditional grey flannel suit is actually getting a little dapper. Some of the new fashions being promoted in those husky, male-type magazines are so colorful that women are envious. And they are becoming more attracted to the well-dressed man.

Before, a man would buy a two-pant basic suit to last him two or three years. Now he's buying a new suit each season. The accessories and the suits themselves, are more dashing.

Men are moving from white shirts to colorful ones, and ones with ruffles or pleats. Slacks are slim and tapered, in stripes of honey, blue, gold and burgundy. Many have loops for mad, mad, wide belts.

Sports jackets shown at the May 14 Eaton's Winnipeg men's fashion review were bold hunting checks, bright darks inter-woven, avocado green, and the popular madras.

Also gaining renewed attention is the double-breasted style, not only in blazers but in suits and overcoats.

But today's double-breasted coats are a far cry from the bulky editions of 20 years ago. Today's models — for example, the Italian forest green blazer with slight waist suppression — offer a narrow silhouette with slim lapels to be worn with slim, trim trousers.

A man's one concession to color used to be his tie. Some secretly indulged their flamboyant natures by having multi-

colored underwear. More daring types had check linings in their overcoats.

Now the checks and multi-colors have come out into the open and underwear is a delicate shade of lilac or baby blue.

Prints have reached a peak of popularity by the use of twins — the same print used on different fabrics in the same colors for a top and a bottom. Thus, a man can team a floral print voile shirt with linen pants in a matching print.

A scarlet beach set with yellow flowers on it is a pretty wild get-up even for a girl. On a man it's night-marish. But apparently it's just what the man-about-town will be surfing in this year. Or whatever men-about-town do on the beach.

In recent years men have loudly criticized sack dresses, pointed toes, the A-line and topless bathing suits (well, maybe not the topless!) But this tut-tutting is beginning to sound like sour grapes.

On the beach it's really hard to tell the men from the girls. When all else failed, you once could tell by the amount of skin showing. With women's bathing suits getting scantier not even that works. And no man worth his salt would show up on a beach without a cabana set rivaling his girlfriend's most exotic outfit.

Next time you're at a party, glance around. What looks like a darling little cocktail suit in midnight blue brocade will be adorning a six-foot public relations executive. You may not notice his wife. Her basic black dress blends perfectly with the oak panelling.

# Works of Art Win Praise

When an Eaton artist puts his pencil to an advertisement, he produces a masterpiece. Or so it would seem, by the number of Eaton newspaper ads shown in the Third Exhibition of Winnipeg Advertising and Editorial Art and Design.

From a total of 432 city entries, nine Eaton pieces were chosen for hanging. The Town House presentation was chosen for one of 13 Distinctive Merit Awards.

Judged by the Art Directors' Club of Los Angeles, the exhibition represents the best in advertising art, design and photography produced in 1965.

Eaton's is a member of the Art Directors' Club of Winnipeg, which has a reputation for being one of the finest, most active and successful clubs in Canada.

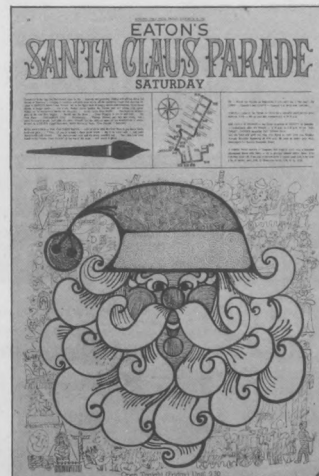


EATON'S

canada's christmas store

Shell Thank Santa for Lovely Nylons

Small text block containing promotional information for the advertisement.



# Vancouver Complex Proposed

## Imaginative \$75 Million Development to Beautify City Centre

Vancouver looked wistfully east at the thrusting skylines of Toronto and Montreal, and wondered if they, too, could brighten their city centre. "Can Vancouver Grow Great?" asked a Sun headline over an article on the action elsewhere.

A combination of the T. Eaton Co. Ltd. and Fairview Corp. answered in the affirmative, April 25, unveiling a \$75 million scheme to develop two blocks in

the heart of downtown. Mayor William Rathie described the plan as "exceptionally fine" and sternly told the city council concerning a price difference, "This is no time for nitpicking. This is what must happen for the future of Vancouver."

The complex would be a co-operative venture of Eaton's and Fairview Corp., a subsidiary of Camp Investments Ltd.,

which is building the mammoth Toronto-Dominion centre in Toronto. They hope to build a complex of skyscrapers, stores and underground shopping malls on blocks 42 and 52 bounded by Dunsmuir, Granville, Robson and Howe Streets.

Block 52, the key site of three acres, consists of four major elements:

- \* The new Eaton Department Store, containing ultimately, 620,000 square feet, in six stories above ground and one below. A special feature of the store, which has access from all sides, is a semi-circular curved glass entrance, 80 feet across, rising five stories above a Plaza.

- \* A three-storey, 250-room Penthouse Hotel 100 feet above street level on the roof of Eaton's store.

- \* A 44-storey, 600-foot Office Tower, the tallest in Western Canada.

- \* A Plaza of 12,000 square feet, framed by the main entrance to the Eaton store and the base of the office tower.

There are three important elements underground:

- \* The Eaton store level on promenade of 100,000 square feet.

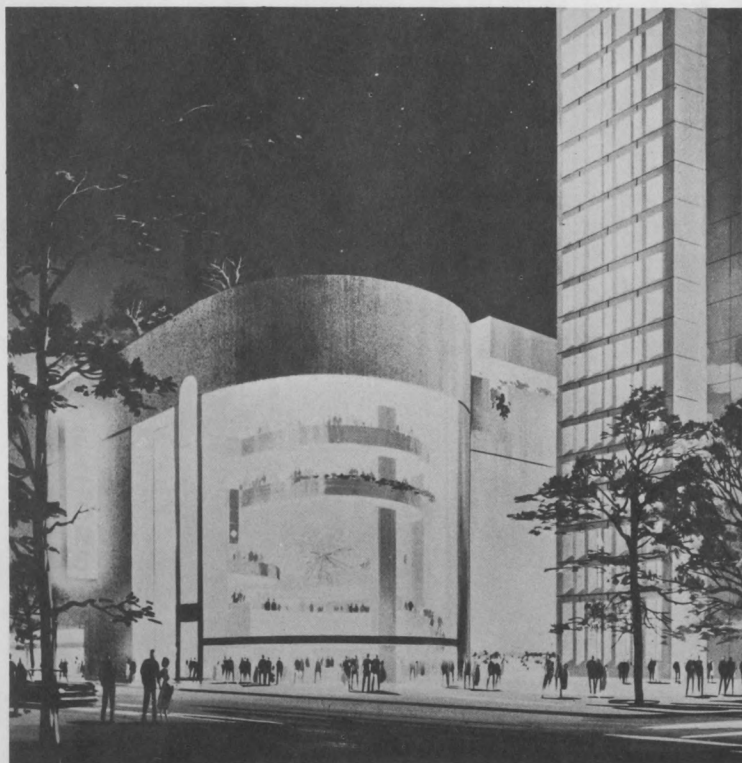
- \* Specialty shops other than Eaton's of 35,000 square feet.

- \* The combined shopping area connects to Block 42 by means of a broad shop-lined walkway under Georgia Street.

Block 42, also three acres, will feature a Plaza with sculpture and an open, circular stair leading to the shopping concourse below. Between two 31-storey office buildings is an enclosed pedestrian promenade, extending northward to the hotel. The ground floors of the towers, except for lobby spaces, are assigned to retail activities.

A 20-storey, 400-room hotel is projected for the northern portion of Block 42. On the roof of a complex of retail stores is located a convention centre and meeting room. Supporting facilities include restaurant, pool, recreation space and promenades.

Camp and Eaton's will stagger development — starting a 44-storey skyscraper within a year of the sale of Block 42, starting the underground mall within four years and having an open date on a rooftop hotel. The whole complex rivals in size Montreal's Place Ville Marie.

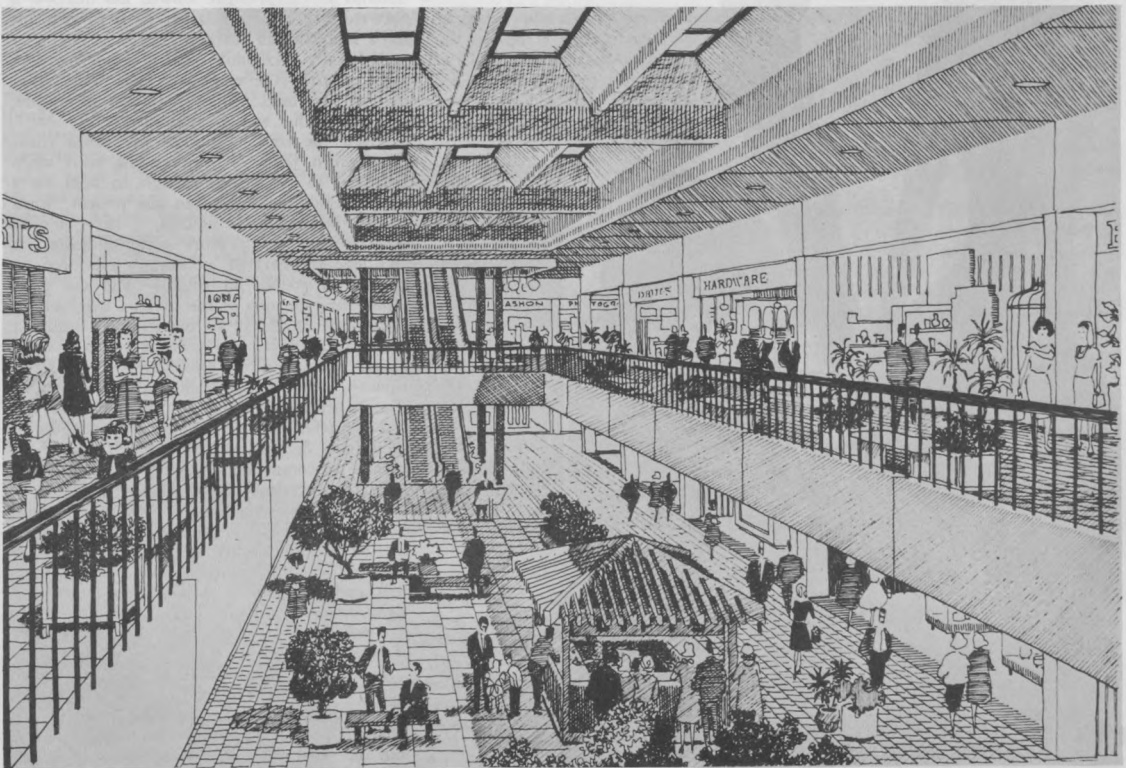


The arched opening at Plaza level (extreme right) is the entrance to the banking floor. View from across the inter-section of Granville and Georgia Streets. Main entrance to the new Eaton's Department Store facing on the Plaza will rise five stories in a curved glass wall 80 feet across. The 44-storey office tower rises on the right.





A skyline view of the total development, looking eastward. Eaton's Store, with its penthouse hotel, and the 44-storey office tower are located on Block 52, to the right of Georgia Street. Block 42 and its major elements — the 20-storey hotel and the twin 31-storey office buildings — are to be built on the left



A view of the two level, skylighted shopping promenade mall in the center of Block 42. Escalators in the background lead toward the convention center. Lower level of the shopping concourse is directly connected to the basement of the T. Eaton Department Store, by means of a pedestrian walkway below Georgia Street.

# A DAY IN EATON'S CATALOGUE

or, how I rescued  
my muscle-bound mate  
from the clutches  
of bikini-clad beauties.



Eaton's store was brought to my home last month in the form of 628 fingertip department pages. One glance at the new Spring and Summer 1966 catalogue showed me this was a forward-looking organization in step with today's sophisticated market.

Naturally, I couldn't resist dropping my dust mop to study the magazine. Like most Canadians, I have been reading catalogues all my life, like my mother and grandmother before me.

From the time I checked my Santa Claus lists against them — through the years when I longed to be woman-enough to hold up a lacy strapless basque — to the present, when I plan household furnishings, I have enjoyed them as much for pleasure as for shopping.

I love the heft of an Eaton's catalogue — often two pounds an issue — and the slick, glossy handsomeness of the cover. I like the way a new one smells: sweet and somehow secure. I like the kaleidoscope of brilliant colors, a street bazaar in my hands. I especially love this latest issue — almost a high-fashion magazine, full of electric atmosphere.

No matter whether people buy catalogues to shop from or just to look through, they have become as common a Canadian denominator as snow. An article by Peter Allison in MacLeans Magazine stated that more than two million Canadians have given the catalogue for years, the largest circulation of anything published regularly in the country. This year, Eaton's will send out close to three million copies with eight different editions. Orders from the latest one will pour in at the rate of roughly sixty thousand a day.

Since Timothy Eaton issued his first one in 1884, catalogues have reflected our way of life. The products they have displayed have been the products out of which we've built our country, and the people they have shown have been us.

Thus musing, I thumbed through the pages of the Spring and Summer, examining the fabric of Canada. Here I am, I thought, as my head began to nod. This is me, and my country. I drifted off . . .





Someone was shaking me. "What time is it?" I murmured. "Eighteen minutes past eight," my husband said. "You should know that. It's always 8:18 here."

"Here?" I asked. "Where on . . . what are you doing in that long underwear? Where are your clothes?"



He struck a brute of a manly pose and grinned, "Oh, light-weight, pre-shrunk thermal underwear is a favorite garb for men in Eatonia. We wear it to shave in, to talk on the telephone in, and to yawn in." His smile was permanent and involuntary. He looked strange somehow. Ah yes, he had taken off his glasses. His eyesight was perfect.

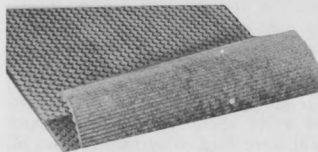
"In Eatonia?" I said. "What do you . . . hey, what happened to the furniture?"

"Oh, I thought that while we were here, everything should be at the Proper Angle. You must have forgotten in your sleep. In Eatonia, everything sits at a three-quarters view. Some things are even propped up at the back so they won't look square."



I had to admit the effect was pleasing, with everything perfectly co-ordinated. To ensure a good match, swatches of fabric lay on the floor and one drapery panel had a large patch showing a close-up of the pattern.

"Let's go outside," I sighed, and promptly tripped over the up-turned carpet corner. How thoughtless to forget that the underside is always exposed.



My husband rushed to turn on the lamp switch but nothing happened. There was no electric cord.

I stopped to gaze in the hazy hall mirror. "You know, I'm crazy about Eatonia," I beamed. "Have you ever seen such blond silky hair, gorgeous long eyelashes and bronze tan?" My crisp cotton dress had even weathered the sleep well, showing not one crease.

"Like my windbreaker?" my husband asked as he held it slightly open to reveal the lining. He jammed his hand into the pocket of his tight, slim pants. A shiver went up my spine. The pocket didn't expand. "Your hand," I gasped.



"Like it?" he said. "I got myself one of those disappearing hands. Doesn't wrinkle the trousers. I used to have to use the old executive stance — you know, where you put your fingers in your pocket and leave your thumb outside — but now, boy!"

"Well, sit down and put on your runners," I said.

"Sit down?" he cried incredulously. "I never sit down. Wrinkles the pants."

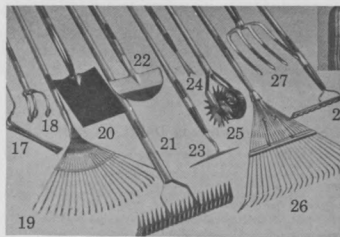
His shoes were neatly placed in the closet, with one turned on its side to show the moulded, suction-cup rubber sole.



The hall clock said 8:18 as we went into the garden. "Might as well forget the weeds," hubby stated flatly. "Can't work with these tools."

Was this another one of his excuses, I thought. "Why, what's wrong?"

"Look at the rake . . . and the turf edger . . . and the spading fork . . . none have handles." His argument was valid. They were cut off mid-way.



"Come on, sport," I called, and hopped on our sleek red Road King motor scooter. "Let's head for the beach."

He pressed the electric starter, shifted gears and gunned the motor. We didn't move.

"You forgot to take the bike off the stand," I whispered as he uttered a string of censored adjectives. It didn't help to have the front wheel off the ground either.

Soon we were wiggling our toes in the sand, sporting sunny swimsuits.

Then three bikini-clad beauties surrounded my muscular mate. My watch had moved to 8:20. We were escaping Eatonia in the nick of time!



# From Tee to Green

Golf Tips by Dick Howard

Golf is really an easy game.

The difficulty which so many of us encounter is caused principally by our own inability to recognize our physical and mental shortcomings and a resulting desire to achieve the impossible.

## Playing Under Control

None of us would expect to bowl as well as Jack Carter, play baseball like Roger Maris, score as many goals as Bobby Hull — without years of practice. Why is it then that each of us expects to drive a golf ball as straight and as far as Sam Snead, hit iron shots to the green like Ben Hogan, play sand shots like Julius Boros and putt like Arnold Palmer — even though we play golf only two or three times in each of the six months available to us during our short summer season? And why is it that when we find our efforts, on these semi-monthly outings, being misdirected we compound the problem by losing patience with ourselves and making mistakes which we would not make if we realized our own limitations?

I am personally convinced that if each of us acknowledged before we hit the first ball off the first tee each game, that we will miss-hit many shots and fail to hole many of our short putts we would save several strokes every time out, which we presently waste in anger.

My first tip then, to the beginner or average golfer, is to approach each game with the realization that because some of our efforts will fall short of our objectives we are well advised to play within our limitations, to aim for the wide part

of the fairway or the "fat" part of the green and generally not attempt to accomplish shots which have a better than average possibility of getting us into trouble. This approach to the game is certain to assist in lowering the average player's handicap.

## Correcting the Hook or Slice

Over the years I have noticed that most golfers worry about their problem shots and will work hard to overcome them. In my opinion many of us waste our practice sessions by attempting to correct our faults without recognizing that the elements can be made to work for us on the practice tee.

The two most common faults which the average golfer encounters are:

- having the ball turn sharply to the right (known as a slice—Exhibit A)
- having the ball turn sharply to the left (known as a hook).

Unfortunately with most of us, the more we attempt to overcome these bad shots, the worse they become.

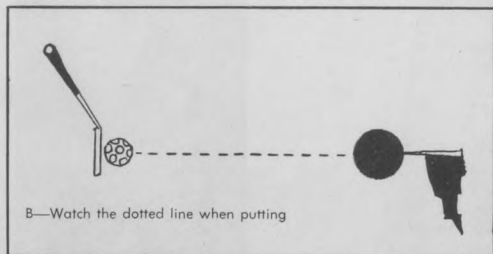
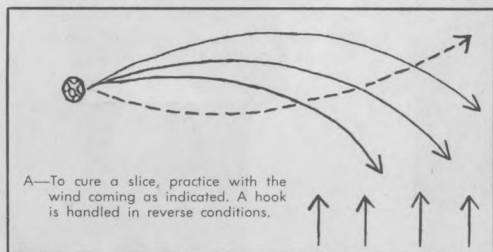
Because both of these faults are normally caused by errors in the golf swing, my second tip is that to correct these problem shots we should practice hitting balls in a direction which will allow the

wind to help bring the ball back to its intended line. Golfers with a problem slice should practice with the wind blowing from right to left (Exhibit A) and those with a consistent hook could practice with the wind coming from the opposite direction. By using the wind in this manner we will find our shots going closer and closer to the desired line of flight and will soon have the basic confidence and grooved swing which will ensure the ball remaining in play all of the time.

## Putting — How to Improve

There have been dozens of articles written about putting. The majority of these write-ups stress the importance of taking the putter back from the ball in a straight line. In my opinion, the average golfer will improve his putting if he worries less about how he takes the putter away from the ball and concentrates more on getting the ball started toward the hole on the line he has selected as being correct.

To illustrate — when I am on the putting green I do not look at the ball but rather at an imaginary line in front of the ball (Exhibit B). This is the line which I have selected as the one I must hit the ball on, if I am to hole the putt. I concentrate on hitting the ball along this imaginary line and give no consideration at all to the manner in which I take the putter back from the ball. I am confident that those of you who are having putting troubles will notice an improvement in this part of your game if you will give the above suggestion a fair trial.



Dick Howard displays full line of golf equipment



# Once You've Flown, You're Hooked

Flying fever has caught  
thousands of  
Canadian businessmen,  
grandparents,  
teenagers and Eaton  
Delivery Drivers  
- like Bill Maruschak.

Daily, and particularly on weekends, small planes zoom in and out of the Winnipeg Flying Club airport providing benefits that commercial machines cannot.

They carry businessmen to appointments in nearby cities, grandparents fulfilling lifelong desires to be pilots, pleasure pilots to breakfast round-ups, and housewives learning to fly.

"Anyone who can drive a car, can fly," says Bill Maruschak, who earned his private pilot's license two years ago. And it's theoretically true that anyone over age 16, provided he passes the medical requirements, should be able to learn to fly an airplane, under competent guidance, as easily as he learns to drive a car.

A private pilot's license can be earned by cramming the course into a two-week vacation, but most flyers take up to the allotted time — one year. To score a satisfactory flight test and written examination, they attend 20 hours of ground school lectures and fly at least 35 hours alone and with an instructor.

"Flying opens up a new world," Bill explained. Pilots study navigation, the effect of winds on time and travel, and the plotting of a course. They understand the operation of an aircraft, the construction, the instruments and the radio gear. They learn airborne rules and regulations, and probe into the science of meteorology.

More enthusiastic pilots continue to

study for more advanced qualifications. Bill is working for his Commercial pilot's license which requires 150 flying hours and approximately 10 hours a week study. He is also taking instrument night flying where he forgets his own body balance sensations and guides the aircraft entirely by instruments. Other courses include float flying, ski flying, twin-engine aircraft and flying instructor's training.

Although flying isn't a poor man's sport, it's possible to spend no more on the hobby than some people spend on a car, a golf club membership, or a boat. "Flying used to be a luxury, but now it's within the range of the average person," Bill said.

Cost of the initial course including flying hours, ground school, medical examination, membership, textbooks and license fee, is about \$600. Persons under 33 years receive a government subsidy of one hundred dollars. These costs may be deducted from Personal Income Tax.

Planes rent from \$14 an hour to \$32

with no charge for stop-overs. Gas and oil are included in the fee. "This compares to a rent-a-car rate," Bill outlined. "You can travel at about 12c a mile."

Many people, Bill feels, avoid flying because they're afraid of the idea. But a trained pilot in a sound aircraft is as safe — probably safer — than in an automobile on a busy highway.

"Fear doesn't bother me," said Bill, "I know what I'm doing and how to handle various problems. Airplanes are so stable, you have to force them pretty hard into serious conditions."

He feels there is no happy medium — you either like flying or you don't. Although he finds it difficult to communicate his feelings about flying, he says it's like therapy. "Once off the ground, you have freedom and a challenge."

Those who wish to test their desires for flying may take a familiarization flight at the Winnipeg Flying Club, where they'll be given a chance to take the controls. Says Bill, "That sells you on it."







MIXED CURLING CHAMPIONS — Winners of the Sutherland and Gilroy trophies — S. Bilyk, G. Favel, P. Milne (skip), S. Milne.

## Sports News

by DOUG BRAULT

# Brooms Cease to Swish for Season

Curling came to an end sooner than was anticipated when Eaton's rink collapsed. No club champion was declared, but trophies were presented to the group winners.

In the Women's Curling League Miss V. Walsh, life member, presented the "Young" trophy to the Sunday night winners: Agnes Morrison, skip; Mary Thompson, third; Peg Traswick, second; and Hazel Ward, lead.

Miss Jean Kerr, another life member of the club, presented the "Scrivener" trophy to the Wednesday night winners: Vivian Arndt, skip; Ann Surbey, third; Aileen Sloan, second; Marge Gunning, lead.

Art Ruymar, President of the Service Building Mixed Curling League, presented prizes to the rink of R. McDowell, J. Miniey, B. McIlvenna and M. Robinson for scoring a perfect eight ender. Other prizes were awarded to the rink of R. Hart, H. Laninga, B. Irwin and D. Semiuk for winning the Round Robin Competition.



WINNERS OF THE PINFOLD TROPHY — F. Smith, L. Clark, R. Clark, J. McClure (skip).



MUIRHEAD TROPHY WINNERS — R. Robertson, D. Gibson (skip), D. Dewar. Missing: F. Parker.



TUCKER TROPHY WON BY McDONALD RINK — Angus McDonald (skip), and John Boyce. Missing: Ted O'Neill and Mike Cunningham.



PALK TROPHY WINNERS — J. Flather, J. Klassen, J. Thomson (skip), S. Bilyk.

# Bowlers Cop Trophies



GRAND CHAMPION BOWLING WINNERS of the Sutherland Trophy, the "Budgeteers" — Standing, Left to Right: A. Karpin, I. Cobb, D. Duncan; Seated: G. Gumienny, L. Roy.

Banquets and prizes highlighted the ending to a successful season for three bowling leagues.



1ST DIVISION BOWLING CHAMPIONS — "The Sparklers" — Standing, Left to Right: E. Sigvaldason, W. Taggart; Seated: A. Thomson, J. Benvie, E. Taggart.

2ND DIVISION BOWLING CHAMPIONS — "The Tegos" — Standing, Left to Right: F. Grassick, L. Smart; Seated: S. Hannesson, M. Weymouth, E. Craig.



MONDAY NIGHTERS BOWLING CHAMPS — Left to Right: Mary Connolly, Marge Booth, Margaret Elder. Missing from picture Kay Turner.



CATALOGUE BOWLING WINNERS OF THE FISHER TROPHY — Standing, Left to Right: J. Crona, V. Chambers, D. Brown; Seated, Left to Right: I. Collier, B. Connolly.

# Catalogue Photography Poses Problems

"Oh, to be that photographer," a man might muse when looking at the sunny pictures of lovely models in Eaton's Summer Sale Catalogue. But the unusual situations which transpired behind the camera would be enough to change his mind.

When the Corporate Merchandising Advertising Office planned to photograph the fashions for the catalogue "on location", they did it for a number of reasons.

Primarily, they wanted to show Eaton's customers the merchandise in as realistic a setting as possible and still stay within a rigid time and cost budget.

To allow time for printing, the photographs had to be taken in December. The obvious solution — a location in the sunny south.

It was finally decided to go to Jamaica. Merchandise was selected, a photographic crew and models assembled. The entire operation timed to the minute — always with the knowledge that somewhere, soon, printing presses would be waiting to produce the end product — the Catalogue.

As can be expected there were unforeseen circumstances that taxed the ingenuity of the crew and required on-the-spot decisions.

A major problem was the casual attitude of the Islanders regarding appointments. Anything up to three hours either way of an agreed upon appointment was

quite alright as far as they were concerned. Not for Eaton's! Every second was important if a schedule was to be kept.

Everything was moving along smoothly until the fourth day on location when literally "high winds in Jamaica," plus clouds, spelled havoc. Next day the crew simply started earlier and worked harder to make up the loss in time.

On-location shooting is not all "beer-and-skittles." It means early rising (6:15 a.m.), lunch on the run and early to bed so as "to rise and shine" on time the next day. Illness of a model or a mechanical failure in the photographic equipment would have been a catastrophe.

Incidentally, the photographs were made on the same locations as 20th Century's "High Winds in Jamaica" starring Anthony Quinn.

## Saskatoon Charitable Fund Chosen

The 1966-67 Eaton Employee's Charitable Fund was elected in Saskatoon May 2. Miss D. Buzzell and Mr. W. Toews will carry on for a second year. New members are G. Newman, F. Bailey, J. Scott and Mrs. J. Hildebrandt.

## How to Humor a Rumor

Everyone knows the one about the fellow who told a story to the person sitting next to him at a banquet and as the tale was verbally passed around the room, the content changed. Completely. Black became white, green became red. And, what's worse, by the time the originator heard the story again he had become the villain instead of the hero.

So it is with one of the biggest time wasters there is . . . the care and feeding of rumors. Too often they don't come out the way we like.

Rumors sound somewhat plausible and like it or not, we often turn these "facts" over in our minds to cover possibilities. Rumors originate in some half truth or grow out of some misunderstanding. If we had an English-to-English dictionary that would provide accurate translation and positive understanding of what was said and not said, rumor would die on the vine for lack of nourishment. But, that just isn't the nature of language or of people.

However, there is a fairly sure cure for rumors, a way to discover if they are fact or fiction. Ask questions. Ask, "How do you know?" or "Are you sure?" These two balloon bursters will usually end the rumor, as lack of foundation will fold the "latest" quicker than a tent with a broken pole.

A surer way to spike a rumor is to ask someone who should know. It may seem rather awkward for a worker to ask the boss if it is true that everyone in the plant will be getting European trips in addition to vacations or check with a member of the board or an officer of the company about the validity of Eaton's negotiating for the purchase of the Panama Canal. But, you will get an honest answer.

And, in the interest of accurate information, you can also write your Contacts editor. Answers to your questions will be sent as quickly as possible.

Informed people tend to make the right judgments which lead to proper actions. People using rumor as a basis for action just aren't informed and as a result end up spinning their wheels. Making progress based on fact would be the easier and more productive course.



**MOOSE JAW CURLING CHAMPIONS:**  
Ethel Gamble, Sam Udell (skip), Eileen Young, Ken Wright.



**BOWLING CHAMPS FROM SASKATOON:**  
V. Atwood, M. Johnson, H. Johnson, T. Shore, G. Graham.

## Lawn Bowling League Opens Season

It's open night at Sargent Park Tuesday, May 24, starting at 7:30 for employees and retired staff interested in Lawn Bowling.

New members are cordially invited to join.

Information and entry forms are available from W. Summers, Store Head Cash Office, and P. Cook, Catalogue Shipping.

## Eaton Photographer Wins National Photo Award

Harold Hundert, supervisor, Eaton's Toronto Commercial Photography Studio, has been awarded first prize in the fashion photography class in the annual print competition sponsored by the Professional Photographers of Canada.

In addition, a photograph of a cucumber entitled "Air Conditioner", received an Award of Merit in the Colour Illustration Class.

The two award winners, selected from more than 850 entries, along with three others submitted by Mr. Hundert have been included in the 1966 National Print Show now appearing in Eaton stores from coast to coast.

Mr. Hundert's winning fashion print was taken in Jamaica during the filming of Eaton's Follow The Sun To Jamaica fashion promotion.



# Scout Official Receives Medal

J. W. Hill, Saskatchewan Deputy Boy Scout Commissioner, was presented Saturday with the Medal of Merit at the provincial council for scouting conference held in Saskatoon.

The medal, awarded for "especially good services" by a scouter, was presented by the Rev. D. Laing of Regina, provincial commissioner.

Mr. Hill, Saskatoon Plant Supervisor, started as a leader in the 5th Saskatoon

Troop in 1932, and was with Speed's Own Rover Crew from 1937-39. He was scoutmaster of 15th Saskatoon from 1939-41, Rover leader of the 15th Saskatoon Crew 1941-42, and scoutmaster of the 22nd Saskatoon Troop from 1955-65.

He was appointed Saskatoon district commissioner from 1956-62, district commissioner, Saskatoon Cree district, 1962-63, deputy regional commissioner, Sas-

katoon Region, 1962-65, and advisor to the Saskatchewan provincial council Rover Round Table, '62-63.

Mr. Hill was awarded the Wood Badge in 1960, and in the same year was deputy program director for the Saskatchewan provincial jamboree. He was deputy camp chief for the third Canadian Rover meet at Banff in 1959, and Saskatchewan contingent leader to the world jamboree in Greece in 1963.

## C. Coleman Wins

Two awards went to George Coleman, April 9, at the meeting of Brandon Toastmasters Club No. 293 — one for best speech on "Debauchery of our Youth," and one for most improved speaker.

## It's Never to Late!

A claim check for 100 lbs. of sugar, dating back 3 years, was recently presented to the Regina Grocery Department. The customer made the purchase for platform pick-up at that time and for various reasons never did get around to picking it up! The claim check is authentic though, so the customer was given the bag of sugar.

One case where "Better late than never" still holds true.  
—Lillian Galvin

## Recent Appointments

### WINNIPEG STORE

- D. E. Beck, Sales Supervisor, Misses' Dresses, Misses' Coats and Suits.
- L. E. Johnston, Western Fur Promotion Sales Supervisor (in addition to his present duties in W248)
- A. E. Stimpson, Fur Promotion Supervisor (reporting to Mr. L. E. Johnston)
- H. J. Farrant, Divisional Workrooms Special Studies Co-ordinator.
- I. L. McLean, Sales Training Co-ordinator.

## Fashions Shown to Staff

During an informal fashion show for the staff, Pat Haug, Fashion Coordinator, Regina, demonstrated how a basic sheath can be dressed up with a variety of accessories — making it a dress suitable to wear for a number of occasions.

Emphasis was placed on choosing the right styles keyed to flatter the individual, and on selecting fashions that are in good taste for business wear.

Models were Marty Buchan, Sharon Hanna, and Carol Korven.

—Lillian Galvin



CAROL KORVEN, Regina, models an attractive beige skimmer at an informal showing of staff fashions.



MR. H. E. McLELLAN, Saskatoon Store Manager, congratulates Mr. J. Koral of the Foodateria on winning the two-week Accounts Promotion contest. Mr. Koral signed up 65 new accounts during the contest, closely followed by Mr. W. Novak with 58 and by Mrs. E. McDonald with 31.



MISS F. FERGUSON, right, Saskatoon Cash Office, won the Eaton Employees' TACA Quiz Contest. Runners-up, left to right, are Mr. C. Bradley, Mr. O. Randall, Mr. A. Guenther, and Mr. R. D. Randall.

## In Memoriam

Sincere Sympathy is extended to the family and friends of Francis Egerton who died April 15 at age 48. Mr. Egerton was with the Winnipeg Security department for 13 years.

## Quarter Century Club Members

- Jack Sneesby, W456, June 2.
- Miss Winnifred Chambers, Cash Office, June 9.
- Thomas R. Golden, W970, June 9.
- Malcolm G. Hillman, Brandon 260, June 9
- J. Lough, W142, June 10.
- Miss Isobel Emslie, W38, June 16.
- Allan D. McFadzean, W270, June 16.
- Donald Sanderson, W806, June 16.
- Glenn L. Wood, W166, June 16.
- Gordon H. McGregor, W338, June 18.
- Miss Gladys M. Blagden, W803, June 19.
- A. V. Cane, W232, June 23.
- Miss Hannab Petrunak, PTA236, June 23.
- Miss Bessie Valentine, W122A, June 23.
- James A. Bewick, W228, June 30.
- Miss Jean Fairball, W60M, June 30.
- Gordon E. Grimes, W37M, June 30.
- Miss Alvena Low, W167, June 30.
- Miss Gladys E. McAndrew, W33R, June 30.
- J. G. McKay, PTA253, June 30.
- Miss H. F. Shore, W609, June 30.
- John Verboef, W1060, June 30.
- Miss I. R. Warren, W173A, June 30.
- Mrs. Joan M. Wunsch, W1104H, June 30.
- Miss Dorothy A. Webber, Wages Office, June 30.

## Salute to 40 Years Service

- R. A. Rogers, Brandon 379, June 9.
- Roy Sotham, W City Adv., June 14.
- Miss Kathleen E. Bodley, W Head Cash Office, June 16.
- Miss Anne Johnston, W Copying and Recording, June 23.

## Best Wishes on Your Retirement

- W. Richards, W122B, 25 years.
- F. E. Anderson, W171, 40 years.
- R. Parker, W100X, 40 years.
- Mrs. M. Welsh, Port Arthur 209, 9 years.
- A. Shears, Moose Jaw 132A, 25 years.
- Mrs. P. McCormick, W132B, 11 years.



"Hey, Charlie Brown, haven't you found your pitcher's mound yet?"



"Golly, Mr. Dillon, we don't meet many single men out here at the fort."



"Incomparable I may be, but you can't seriously ask me to do the impossible."



"They sure make material durn-blasted bright these days."



"You mean with thousands of people walking the streets of Calcutta, you were able to spot me as a North American?"

## *Isn't that a salesgirl behind those mysterious shades?*

Valerie Yates didn't believe us when we told her she had many hidden personalities. She thought of herself as an Eaton Junior model, a salesgirl, a fashion designer, and a high school senior. Just an ordinary 17-year-old.

No sooner had she slipped behind her first pair of sunglasses than the metamorphosis began. You can see for yourself.

Nobody's sure why, but a mysterious something comes over people behind sunglasses. Thousands of Eaton employees will escape the sun with shades this summer. Maybe you won't recognize your fellow employees. Or yourself.

"Frankly, mother, I can't bear to watch you Watusi."

